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*Florists'
Wholesale
Prices
1913*

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Quality

James Vick's Sons

Seedsman

Rochester, N. Y.

The Flower City

Asters

*Lead
The
Procession*



IN Presenting our Aster Book to Florists, let us suggest an idea expressed in the words which appeared on our float in the Centennial parade of the founding of Rochester, September last, where more than twenty thousand Aster blooms were used on the float and on the blankets which covered the horses :

**Sixty-three years in Rochester;
Still young and still growing."**

In addition to this idea, there is still another expressed on our front cover, which is absolutely true ; in fact, it would hardly be too much to say that Vick Quality Asters are so far ahead of all competitors, that there is no procession.

More Than Fifty Acres of Asters! Again we shall have to increase the acreage which we devote to growing Asters for seed. When we planned, last spring, to grow 50 acres of Aster we thought that we had reached the limit of production. But now, as this page is written, we are already facing the fact that we shall have to grow a still greater amount in 1913 to keep pace with the increasing demand for Vick Quality Aster Seed.

We Know What You Want. We have been specializing in Asters longer than any other American Seedsman, and we are now the largest growers in the world, of high-grade Aster seed. For many years our attention has been given mainly to the production of commercial varieties, and during that time we have brought out most of the new varieties that have been really useful in the market. Being thoroughly familiar with all of the conditions of the cut flower trade, we know the type of plant and flower most useful to the commercial grower, and by the careful selection of stock seed in growing, we are every year improving our stock of the standard varieties, as well as introducing new ones. The Aster grower who wishes to remain in the front rank as a producer of fine flowers must use Vick Quality Aster Seed.

We are already turning down all orders from seedsmen except our regular customers. We therefore urge our florist friends to send their orders early before stock is exhausted.



Vick's White Perfection

A New Type of Flower

The man who gets good seed but neglects his plants stands little show of success; but the man who gets poor seed stands no show at all.



We consider this the finest mid-season White Aster in cultivation. The flowers are exquisite in form, and the plants are taller than those of the late upright Asters. Grown on our farm last summer, under ordinary field conditions, the flowers averaged four inches in diameter.

As the flowers are cut for market the entire flower is strongly whorled, producing a charming effect and making the White Perfection quite distinct from any other Aster.

The broad petals are slightly folded lengthwise, making them appear rather narrow. In mature flowers, the outer rows of petals are straight, but the center still retains its characteristic strong whorl.

The plants are extremely vigorous, with unusually broad dark green leaves and stout stems. They carry about twelve large flowers on long stems free from side branches.

The variety is well established. The plants last summer, all made a uniform growth, and the flowers were all double to the center.

Sold this year in packets only;
25 cents each; two for 40 cents.



Sow part of your seed early and make frequent sowings, so that when the soil becomes warm and mellow you will be ready to set out strong, well developed plants, neither too young nor too old.

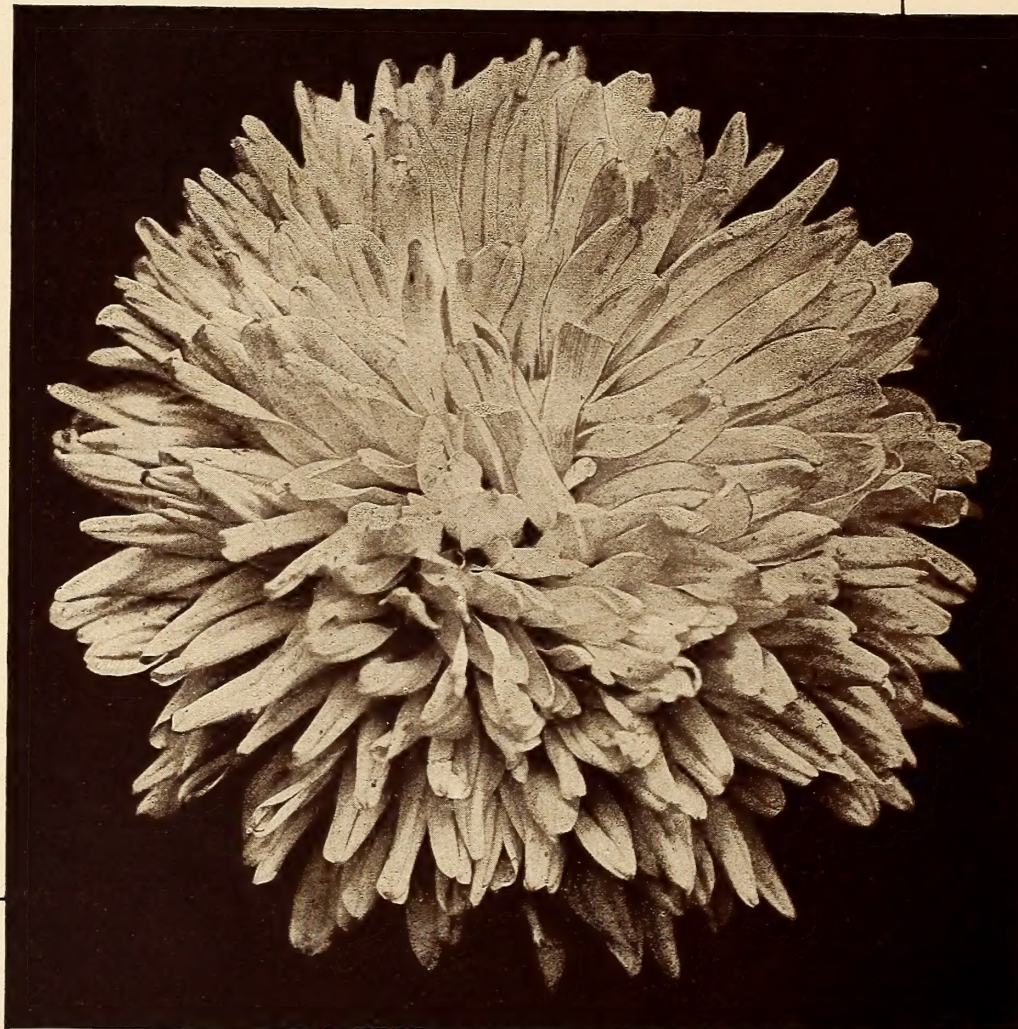
Vick's Branching Peach Blossom

Vick's Branching Peach Blossom is an extremely pleasing new shade in the Branching class, and one that has attracted favorable comment wherever shown. It is a deeper shade of lavender pink than the Vick's Pink Branching, showing quite a depth of color in the bud and in the opening flower. The color is quite different from any heretofore seen in the Branching, and was much admired by all who visited our farm last summer, both amateurs and florists.

The flowers are of the largest Branching size and very deep, having an unusual number of petals. The petals are rather narrow and nearly straight, making the flower quite distinct in appearance from the other varieties of Branching. The size and thickness of the flower gives it a massive effect.

The plants are of the Non-lateral type, the stems, which are few in number, being free from side buds. The stems are very strong, holding the massive flowers erect at all times. In the color, in size and in form Vick's Branching Peach Blossom is bound to take a front rank among Branching Asters.

Sold this year in packets only;
25 cents each; two for 40 cents.





Vick's Pink Enchantress A Superlatively Beautiful New Variety

Our prices this year are generally lower than ever before. But we put most emphasis on the quality. For VICK QUALITY will be remembered when the price has been forgotten.



Although we have a number of Novelties this year, we propose to give one of the most prominent pages of our Aster Book to this exquisitely beautiful variety, introduced by us in 1912. After giving it a thorough trial for another season, we know that all the good things we said about this fine Aster last year were fully warranted.

Its color is a soft delicate pink, so popular in the Pink Enchantress Carnation. Notwithstanding its delicate shade the color remains practically fadeless during the life of the flower.

Vick's Pink Enchantress is upright in habit, as distinguished from the branching form. The plants are very vigorous, making a much stronger growth than any of the older upright varieties. The leaves are large and broad, like those of the Branching class. The stems are long, strong and graceful, for the support of the numerous, large, marketable blooms.

In season the Pink Enchantress is between midseason and late varieties, coming in ahead of the Early Branching, and as a commercial pink Aster it is without a rival in that season.

The flower itself is always full double; the petals are of medium length and very broad. Those towards the center fold in very regularly, while gradually, towards the outer edge, the petals stand out more and more until those on the outside recede from the center, thus increasing the diameter of the flower, which compares favorably in size with the largest flowering kinds on our farm.

The general effect of the loosely arranged, delicately colored flower is indiscribably soft and pleasing. The rare combination of desirable qualities in this new production attracted the favorable comment of every florist and seedsman, who visited our farm last summer.

Sold this year in packets only;
25 cents each; two for 40 cents.



Sow liberally. Have plenty of plants coming on after your fields are first set. Then you will be prepared to replant at once in case of the destruction of your field by storms or drought.

Vick's King Asters

The Peers of the Grandest
Chrysanthemums

Vick's Violet King—Vick's Rose King

Vick's Violet King has won more prizes in recent years than any other variety. In many markets it has been the only dark colored late variety to find any sale; in others, it has frequently furnished good marketable blooms, where other varieties have failed. Practically all Florists of any prominence grow this handsome Aster.

Vick's Rose King, a later introduction, is identical with the Violet King except in color, which is a brilliant rose.

The habit of the plant is similar to Vick's Branching; vigorous in growth, with long, stiff stems and flowers of the largest size.

In form the flower is distinct from every other variety. The petals are folded lengthwise, so that they somewhat resemble the quilled varieties, giving the large flowers a bold and striking appearance.

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 30 cents; $\frac{1}{4}$ oz., 50 cents; $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50.

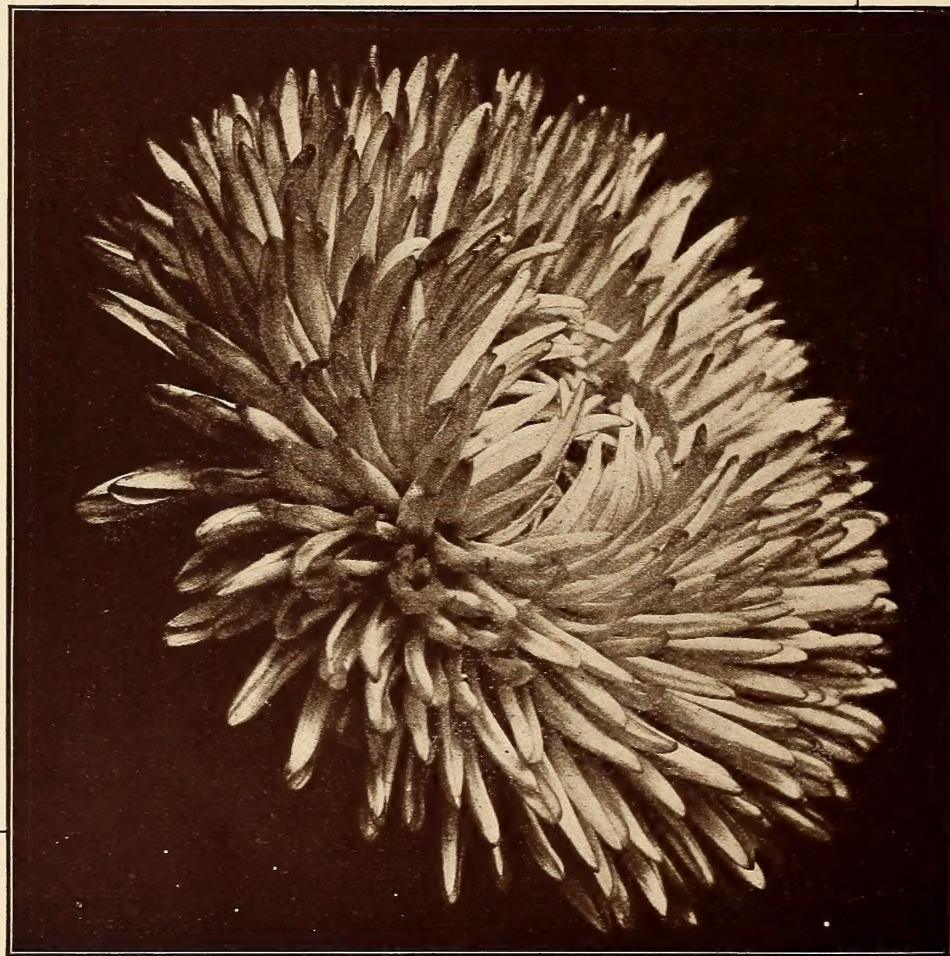
Vick's Lavender-Pink King, Upright

Vick's White King, Upright

Vick's White King, Branching

In these new King Asters the petals are long, very narrow, and not so closely folded as in the Violet King and Rose King. This gives the large thick flowers a softer appearance. The season is that of the Violet King and the cut flowers have the same splendid lasting qualities.

Sold this year in packets only;
25 cents each; two for 40 cents.





Vick's Royal

An Excellent Early Strain Developed from
Vick's Branching

Our strains of Asters are not allowed to "run out". On the contrary, each one is improved from year to year. We do not keep with the crowd. We keep AHEAD.



Without doubt one of the best, by many considered the very best, general purpose, early Aster ever introduced. The flower stems start from the plant close to the ground, are free from laterals and consequently give their full strength to the production of numerous large handsomely proportioned flowers. Sown early, inside, and planted out with Queen of the Market, it follows that variety very closely.

Vick's Royal sown with the late varieties possesses all of the characteristics of Vick's Late Branching, but comes into bloom ahead of the Early Branching. Because of its vigor and productiveness it will succeed under conditions which would be fatal to most other varieties.

In our belief no other strain of Asters will give more general satisfaction than Vick's Royal. Royal Purple introduced in 1907 is one of our best selling varieties. Vick's Royal Pink is as near perfection in a shell pink Aster as has ever been attained. The other colors, White and Lavender are of equally good quality. Take our advice and plant a liberal quantity of Vick's Royal.

Prices: White, Shell Pink, Lavender and Purple; $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents; $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.



Frequently growers select seed stocks from flowers grown for market, only to be disappointed in results. The reason is clear: seeds from overfed and overdeveloped plants frequently reproduce plants which are weak and sickly, especially if planted on the same soil.

Vick's Mikado Asters

☘ The Leading Mid-Season Comet Asters ☘

There is a rapidly growing demand for good Comet Asters of large size and long stems in the Cut Flower Trade. Without the slightest doubt this class of Asters will continue to grow in popularity wherever displayed. The main difficulty has been to find Comet Asters of sufficient substance to stand shipping. In this respect Vick's Mikado Asters are a very superior strain of the mid-season Comet type.

The flowers of this variety are large and full and of good substance; the curved and twisted petals resemble huge Chrysanthemums and are borne on long stiff stems. Our stock, the past season, was of the highest quality, with full rounded centers of curled and twisted petals.

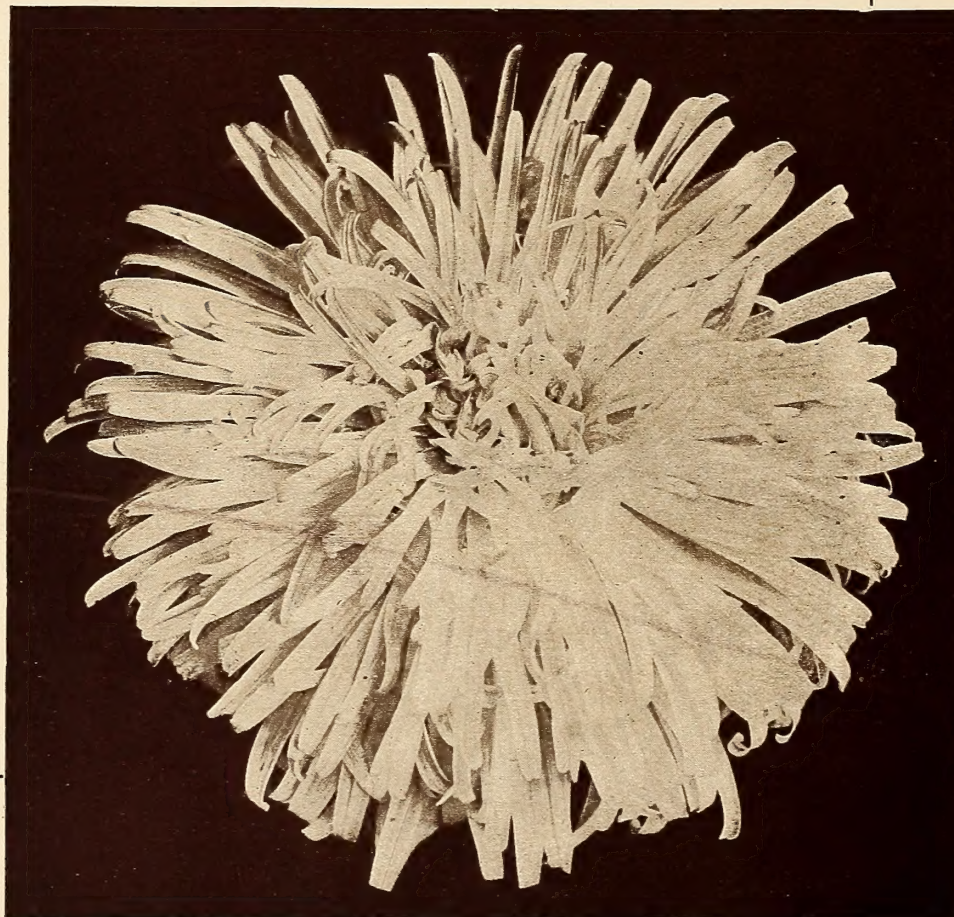
The blooming season is most opportune, coming between the extra early and late sorts, thus enabling growers to have Asters of the Comet type from early summer until cold weather.

The rapidly growing demand for these varieties has made necessary an increased acreage on our farm each season. This year we have doubled our crop over a year ago and are therefore ready for a large trade. Growers who put in a reasonable acreage of Mikado Asters will not be disappointed.

Vick's Mikado Dark Violet is a new color in this class, a deep, rich, purple violet.

Three colors, White, Rose and Dark Violet.

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents; $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.





Vick's "Rochester" Aster



Official Flower of the City of Rochester



This splendid Aster, of recent introduction is already better known among seedsmen and commercial Aster growers than many other good varieties that have been on the market for years, and it is steadily increasing in popularity with wholesale florists. **The color** is an exquisite shade of lavender pink.

At best, there are so many conditions which Florists cannot control, it never pays to increase the risk of failure by using seed of unknown origin and doubtful quality.

The petals are narrow, very long, and gracefully reflexed. The outer petals show to their full extent, while gradually towards the center they bend and curl across each other in magnificent disorder. **It is a Comet Aster** with the vigorous growth and long stems of the Branching sorts, and crowned with immense flowers. The flower illustrated on the back cover was over six and one half inches. **Season** a little earlier than Vick's Late Branching.

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents;
 $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.

*Vick's Lavender Rochester

A massive flower, having the graceful form of "The Rochester" but much more double and borne on stronger stems. The color is a beautiful clear shade of light lavender, ideal for florist's use.

Packets 25 cents each; two for 40 cents.

*Vick's Purple Rochester

Similar to Vick's Lavender Rochester, except in color, which is a deep, rich purple.

Packets 25 cents each; two for 40 cents.

*Intended for 1914 introduction. Retail packets were first offered at 50 cents each. While preparing this page we found that we had seed enough to warrant us in offering these varieties in this book as above. We consider these the finest Asters ever produced.





Queen of the Market

The Best Known Early Variety

Queen of the Market has been for many years the standard Early Aster. The spreading plants are strong and hardy, and the flowers are good sized and well adapted to meet the demands of the florist. The center of the flower is well covered, and the broad petals are loosely arranged giving the flower a soft and graceful effect.

For a number of years we have been growing limited quantities of various colors of Queen of the Market and constantly improving the stock. We now have a strain that is thoroughly acclimated and very much superior to that imported from Europe. The plants are much stronger and the flowers are larger and more double.

We had a splendid crop of Queen of the Market the past Summer, and for the first time we are able to offer a full supply of our own home grown seed.

Colors: White, Pink, Rose, Crimson, Scarlet, Lavender, Light Blue, Dark Blue and Mixed.

Prices: $\frac{1}{4}$ oz., 25 cts; $\frac{1}{2}$ oz., 45 cts; 1 oz., 80 cts.

Every ounce
grown on our
own farms



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Vick's Cardinal

In a Class by Itself.

In our estimation, this is the best bedding Aster we have ever seen. It is especially attractive where a summer hedge is desired. The color of the flower is a rich, deep, glowing cardinal, making a brilliant and lasting show. The plants are strong and vigorous, branching and flowering most profusely. We offer a new strain this year vastly superior to the parent stock, which is unique in that the centers of the flowers are filled with partly tubular petals which prevent the

appearance of yellow centers, even when the flowers are old. This Aster will show a good color longer than any other variety; the buds are rosy carmine, and the entire plant has a dark rich color. The blooms are round and full, and grow in such abundance that the plant resembles a huge bouquet. The plant photographed contained over thirty blooms.

Although we recommend this Aster especially for bedding purposes, it will give good satisfaction for cut flowers wherever there is a sale for dark colors.

Blooming period from the middle of August until late in the fall. Without doubt, this is one of the most attractive Asters ever offered.

Prices: $\frac{1}{8}$ oz., 20 cents; $\frac{1}{4}$ oz., 35 cents;
 $\frac{1}{2}$ oz., 65 cents; 1 oz., \$1.20; 2 oz., \$2.00.





Queen of the Market

The Best Known Early Variety

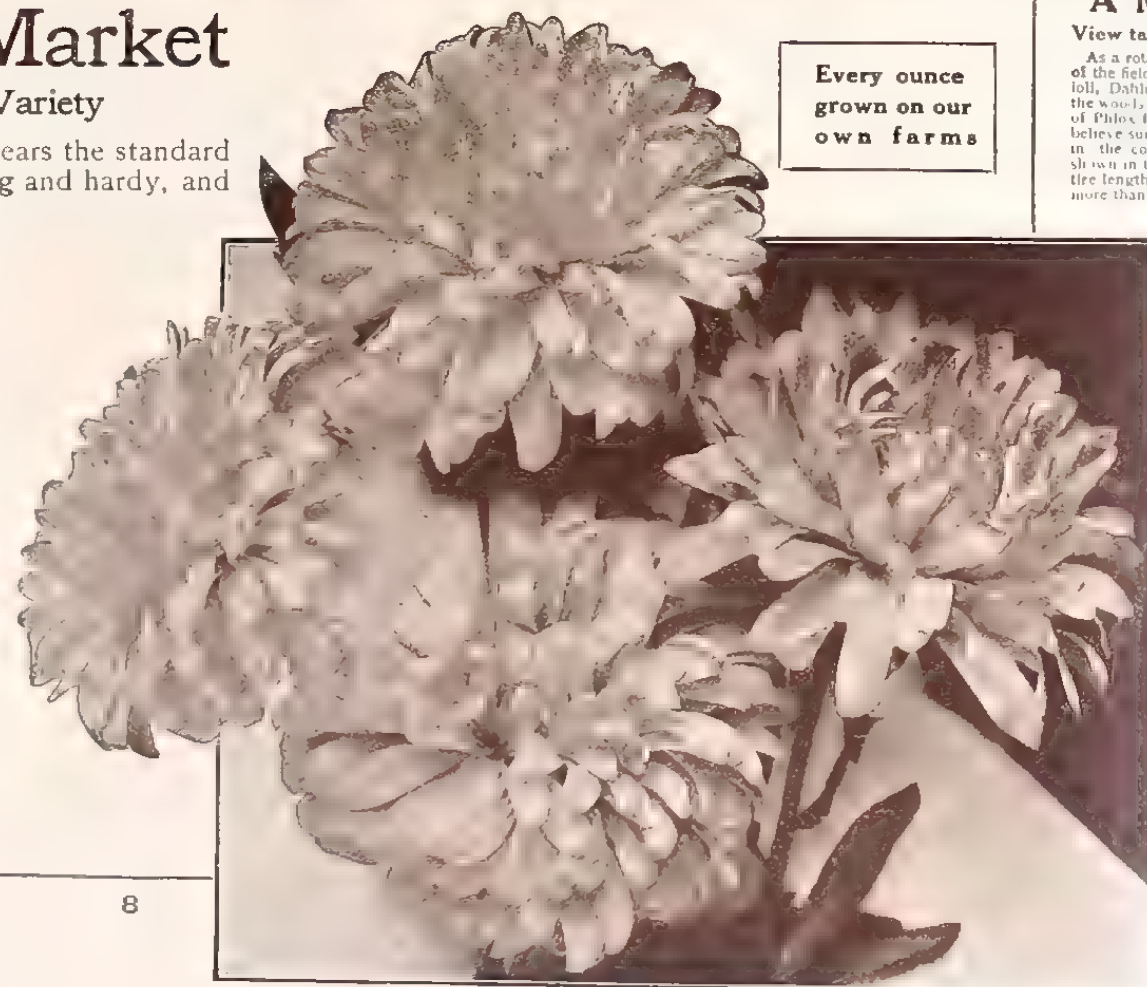
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Colors: White, Pink, Rose, Crimson, Scarlet, Lavender, Light Blue, Dark Blue and Mixed.

Prices: $\frac{1}{4}$ oz., 25 cts; $\frac{1}{2}$ oz., 45 cts; 1 oz., 80 cts.



Every ounce
grown on our
own farms

"A Mile of Asters"

View taken on our farm last year.

As a rotation of crops is necessary, some of the fields this year were planted to Gladioli, Dahlias or other seed crops. Behind the wood, to the right we had several acres of *Phlox Drummondii grandiflora* which we believe surpasses anything else of the kind in the country. The famous Erie Canal, shown in the cut hand corner, skirts the entire length of the farm, of which not much more than half appears in the picture.

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This is the age of the specialist. For many varieties of seed we contract with men who grow them better than we could. In Asters we have specialized longer, introduced more varieties and grown more seed than any other seedsmen in America. That is why more florists buy Aster Seed of us than of any other concern.

Vick's Late Branching *The Peerless Queen of Asters*

The popularity of Vick's Branching Asters continuous to grow. Today more seed of it is

sold than of all other American grown strains. While many other varieties are needed in any well proportioned crop of Asters, few florists could afford to be without a large planting of this exceptionally fine strain. Vick's Branching Asters are catalogued by many reliable seedsmen, from whom it would be perfectly safe for florists to order. There are imitators however, against whose worthless substitutes we caution our customers and friends.

Bear in mind that Vick's Branching has steadily improved so that it surpasses the type sold only a few years ago. With the exception of our new Non-lateral, our Late Branching are still the very best late Asters, and remain unsurpassed in those qualities which are demanded of a high class, quick-selling, commercial variety.

Plants are extra large, of strong and vigorous growth, yielding a profusion of flowers from the middle of August until heavy frost. The flowers are of extraordinary size, and stand erect on long graceful stems.

White; **Lavender Pink**, opens nearly white deepening with age; **Rose**; **Late Non-lateral Rose**, or "Lady Roosevelt"; **Crimson**; **Lavender**, a good clear color; **Purple**; **Dark Violet**, a rich glowing purple violet; and **Mixed**.

Prices: $\frac{1}{8}$ oz., 20 cents; $\frac{1}{4}$ oz., 35; $\frac{1}{2}$ oz., 65 cents; 1 oz., \$1.25.

Peerless Pink

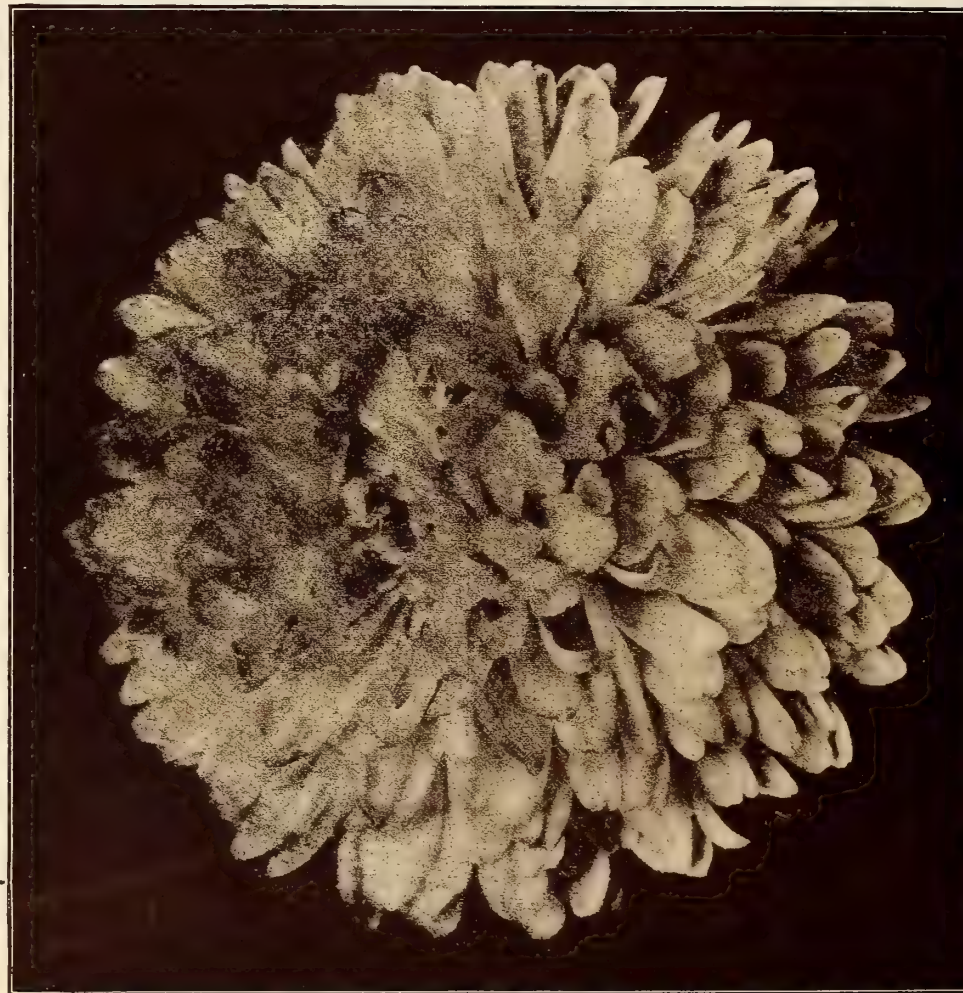
Beautiful shell pink. Resembles Mary Semple, except that it is more double, the center being filled with a thick whorl, making it an extremely valuable flower.

Prices: $\frac{1}{8}$ oz., 20 cents; $\frac{1}{4}$ oz., 35 cents; $\frac{1}{2}$ oz., 65 cts., $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.

Vick's Branching Deep Pink

A beautiful shade of considerable more color than either Lavender Pink or Semple Pink, but lighter than Branching Rose.

Prices: $\frac{1}{8}$ oz., 20 cents; $\frac{1}{4}$ oz., 35 cents; $\frac{1}{2}$ oz., 65 cts.; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.





Vick's Early Non-Lateral Branching

"Two things are certain" runs an old saying, "death and taxes." In this connection we might add that failure to grow good Asters is certain if one starts with poor seed, but if one uses good seed and reasonable care success is as certain as it can be with most things in this world.



This strain combines all the good qualities offered heretofore in Vick's Early Branching and Vick's Late Non-lateral Branching.

This excellent Aster is similar in character of plant and flower to the Late Branching, but comes into bloom about a week or ten days earlier. We are gradually working all of our Late Branching over into the non-lateral class. The chief value of this new Aster lies in the fact that it enables the grower to market his Asters in advance of the main crop of Late Branching, at a time when there is a scarcity of good Asters, with prices correspondingly high.

Every Experienced Aster Grower will appreciate the value of this new strain, whose flower stems are entirely free from side shoots and buds, enabling the entire vitality of the plant to go into the development of long graceful stems, crowned by immense double flowers.

The plants do not yield so large a number of flowers, but they more than make up in quality what they lack in quantity, because practically every bloom is an exhibition flower. What is needed to-day is not more, but larger and better Asters.

This year we have four colors, White, Rose, Crimson and Lavender.

Prices: $\frac{1}{16}$ oz. 20 cents; $\frac{1}{8}$ oz. 35 cents; $\frac{1}{4}$ oz. 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.



The difference in cost between Vick Quality Seeds and the common kind may be only a trifle, but trifles frequently make all the difference between success and failure.

Improved Hohenzollern and Crego

Magnificent Large Flowered Branching Comet Type

Improved Hohenzollern

The Hohenzollern and Mikado Asters have extra large Comet flowers on branching plants, which are vigorous and productive. The Mikado strain originated with us; the original Hohenzollern Aster in Germany. We have worked up two strains of Hohenzollerns which are unsurpassed; one is extra early and the other later than our Mikado Asters.

Our illustration shows perfectly the type of the flower, which is large and full with the crowns well covered. For Comet Asters to come before and after Vick's Mikado we recommend Extra Early and Late Hohenzollern very highly.

The Extra Early Hohenzollern Asters are earlier than Queen of the Market. The stems are more slender and the flowers, as may be seen in the illustration, are much more decorative in character.

Prices: Early; White, Rose or Lavender: $\frac{1}{32}$ oz., 25 cents; $\frac{1}{16}$ oz., 40 cents; $\frac{1}{8}$ oz., 60 cents; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.75; 1 oz., \$3.00.

Our Improved strain of the Late Hohenzollern Aster has magnificent large, double flowers of the ragged Comet type. The plants resemble the Branching Asters in size and habit and in season of bloom.

Prices: Late; White, or Rose, $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 30 cents; $\frac{1}{4}$ oz., 50 cents; $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50.

Improved Crego Pink

Crego Pink is an Aster of the true Hohenzollern Comet type. The color, which is its distinctive feature, is a pure shell pink, a trifle lighter shade than the Shell Pink Branching, (Mary Semple).

The plants are strong, fully equalling the Branching Asters in size and length of stems.

The stock we offer is, we believe, the best grade it is possible to obtain anywhere, showing a marked improvement since it came into our hands. As we have raised a large crop of Crego Pink we are able to offer it at very attractive prices.

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 30 cents; $\frac{1}{4}$ oz., 50 cents; $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50.





Vick's Late Upright

Especially Fine for Cutting
and Shipping 

Do not confine your knowledge of Asters to the two or three kinds you have grown heretofore. Order our Gold Medal Collection and get acquainted with all the leading varieties.



Vick's Late Upright Asters possess all of the good points of the important upright class. The plants grow very compactly, sending the flower stems directly upwards, on long, firm, strong stems, sometimes two feet or more in length.

The plants cover less ground than any of the Branching varieties, and afford better opportunity for cultivation and other work in rows without damage to the flower stems. The stems show less tendency to droop than almost any other variety, and consequently the flowers are less liable to be spoiled by storms or other causes.

The Flowers in both form and size resemble Vick's Branching Asters, being large, symmetrical, double and full to the centers. The flowers always command high prices in the wholesale markets. They bloom about the last of August. The demand for this seed is rapidly growing.

This strain of Asters is getting better every year. Flowers are larger and more numerous; stems are longer; plants more vigorous. There are four colors, White, Rose, Lavender Pink and Crimson.

The flowers of Vick's Late Upright White, and also the Rose closely resemble those of the Late Branching. The Late Upright Crimson has very large flowers of a deeper and more glowing color than those of the Branching Crimson. The Late Upright Lavender Pink is a little deeper in color than Vick's Pink Branching, showing more color in the opening flower. As cut for market the full center is white and the outer petals a deep lavender pink, making a charming contrast.

Be sure to include in your order at least a small quantity of each of these varieties.

Prices: White, Rose, Lavender Pink, and Crimson;
 $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 30 cents; $\frac{1}{4}$ oz., 50 cents;
 $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50.



We can't guarantee success, but we can furnish good seed, and good seed is an absolute necessity in order to obtain success. Better not start at all than start wrong by getting seed of doubtful quality.

Vick's Imperial Asters

The Most Popular and Best Known
Medium Early Asters Ever Grown

This popular midsummer class of Asters may now be had in a variety of beautiful colors. The upright plants bear large, compact flowers, which are so double as to be ball-shaped. In typical varieties the petals are rather narrow and practically straight, as shown in the lower flower in this illustration. The upper flower shows Imperial Sunrise, with long needle-shaped petals of beautiful sea-shell pink. Imperial Sunset, a soft, creamy pink, shading deeper at the center, has the petals a little reflexed. No seed of Imperial Daybreak or Imperial Purity to offer this season.

Giant Purity is illustrated and described on the opposite page.

Prices: Rose, Lavender, Yellow, Salmon;
 $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents;
 $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.

Prices: Sunset, $\frac{1}{16}$ oz., 20 cents;
 $\frac{1}{8}$ oz., 30 cents; $\frac{1}{4}$ oz., 50 cents;
 $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50

Prices: Sunrise, $\frac{1}{32}$ oz., 25 cents; $\frac{1}{16}$ oz., 40 cts;
 $\frac{1}{8}$ oz., 60 cents; $\frac{1}{4}$ oz., \$1.00;
 $\frac{1}{2}$ oz., \$1.75; 1 oz., \$3.00.

Giant Upright Asters

We are developing a new race of Giant Upright Asters, blooming a little later than the older mid-season types. They are so much larger and finer in every way that they will entirely supersede the older classes as fast as stock is available. No. 1072 and No. 2057 are two fine selections in this Giant Upright class.

No. 1072. A New Shell Pink. The flowers are much larger than those of the Imperials. They are full to the center, but not so globular in outline. The petals are broad and loosely arranged, somewhat like those of Vick's Branching Asters. The color is a very light shade of shell-pink, a fine serviceable color that does not fade to a "dirty white." A splendid commercial cut flower.

Prices: $\frac{1}{32}$ oz., 25 cents; $\frac{1}{16}$ oz., 40 cents;
 $\frac{1}{8}$ oz., 60 cents; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.00.

No. 2057. Another Good Light Pink. About the same shade as No. 1072, but a little larger in plant and flower. Type of flower not thoroughly fixed, but uniform in color and all full double. An excellent strain for the practical commercial grower.

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents;
 $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.





Vick's Giant Purity

A Splendid New Variety Superior to Imperial Purity

For a Number of Years Vick's Purity has been the standard of excellence for a mid-season white Aster. Our new Giant Purity is so much superior to the original Imperial Purity that we no longer catalogue the latter. The Giant Purity is larger in every way—larger plants, longer stems and larger flowers. The snow white flowers are double to the center and so large that they might easily pass for blooms of White Branching.

Prices: $\frac{1}{32}$ oz., 25 cents; $\frac{1}{16}$ oz., 40 cents; $\frac{1}{8}$ oz., 60 cents; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.75; 1 oz., \$3.00.

It is our constant endeavor to produce varieties suitable for all seasons, circumstances of locality and trade, and every individual taste. That is the reason for the rapidly growing demand for our Asters.



Vick's Giant Comet

A useful and well known standard variety. An upright mid-season Aster with large comet flowers.

For several years we have been growing small amounts of various colors for the purpose of developing a better strain of Giant Comet Asters. We now offer seed of our own growing, greatly improved in quality over the imported stock. The plants are strong growing with long stems, and the large double flowers, with their fluffy centers, are extremely decorative.

Vick's Giant Comet White is an especially fine strain. The extra large flowers of the Comet type are borne on very long stems. This strain has been tested out for cutting and shipping and has proved to be an extremely valuable commercial Aster.

Colors: White; The Bride, (white passing to light pink); Flesh Pink; Lavender Pink; Rose; Crimson; Dark Blue.

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents; $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.



Finally, do not get the impression that Asters are our only specialties. We handle about as complete a line of Flower and Vegetable seeds, and certainly handle as high-grade stocks as any other seedsman in America. Tell us whether you are a florist or dealer and ask for our wholesale catalogue.

Vick's Snowdrift *The* Earliest White Aster in Existence

Vick's Snowdrift has always proved to be the earliest of the extra early Asters, and we have tested them all. The plants are upright, with slender, wiry stems, crowned with beautiful, feathery flowers, ready for market a week ahead of other extra early varieties.

The long recurved petals give the flowers an exceedingly graceful effect, heightened, in many cases, by the ragged irregular character of the petals in the center of the flower.

Genuine Vick's Snowdrift is a very sparse seeding variety. As in previous years, we have but little seed to offer.

Vick's Earliest Lavender

Our new stock of Vick's Earliest Lavender, introduced in 1912, is identical with Vick's Snowdrift, except in color, which is the same desirable shade of lavender as Vick's Lavender Gem.

Prices, either of above: $\frac{1}{64}$ oz., 20 cents; $\frac{1}{32}$ oz., 35 cents; $\frac{1}{16}$ oz., 50 cents; $\frac{1}{8}$ oz., 85 cents; $\frac{1}{4}$ oz., \$1.50; $\frac{1}{2}$ oz., \$2.75.

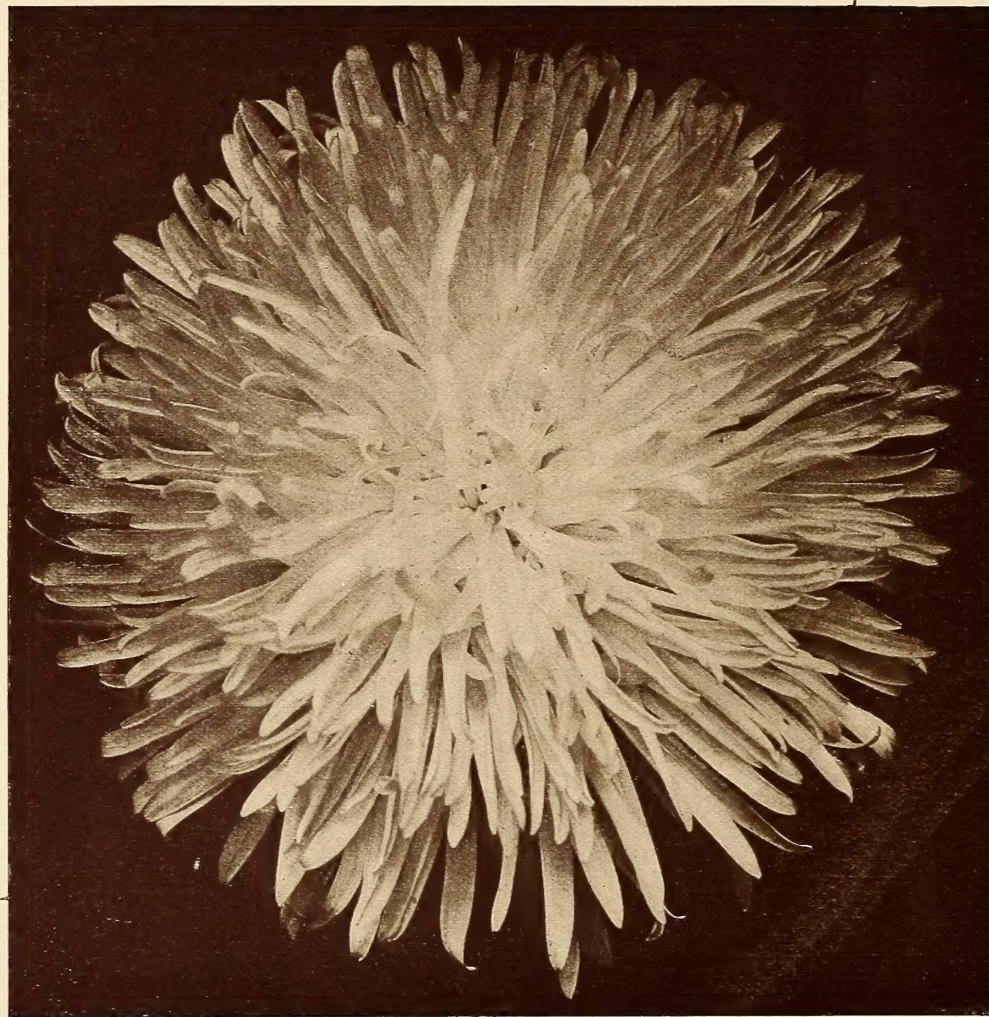
Vick's Lavender Gem

When the flower first opens it is a delicate lavender, deepening with age. The flower is always full double, showing no tendency to produce single or semi-double blooms. The feathery effect of the Ostrich feathered type, to which it belongs, is enhanced by the fact that it bears a large proportion of long, partly tubular florets that are irregularly cut and slashed, so that the flower resembles a ragged Chrysanthemum. More popular every year.

The plant is erect and of medium height, branching close to the ground. The flowers are borne in profusion on long, slender, wiry stems.

In season it comes between Queen of the Market and the mid-season varieties.

Prices: $\frac{1}{32}$ oz., 30 cents; $\frac{1}{16}$ oz., 45 cents; $\frac{1}{8}$ oz., 75 cents; $\frac{1}{4}$ oz., \$1.25; $\frac{1}{2}$ oz., \$2.25; 1 oz., \$4.00.

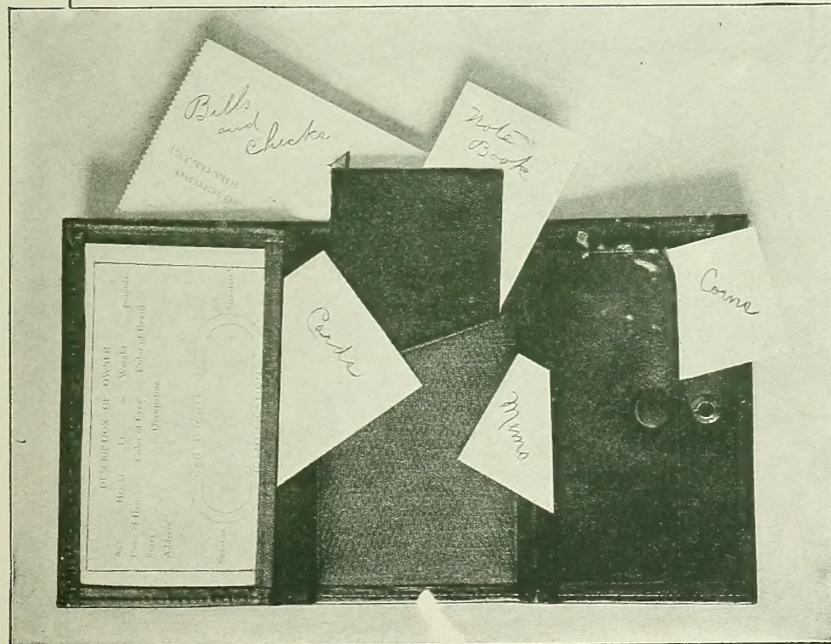


Vick's Wholesale Catalogue

Seeds for Florists and Market Gardeners; Bulbs, Greenhouse Plants, Hardy Plants and Florists Supplies. Ask for it, and tell us what you grow.

Premium Pocketbook

The beautiful pocketbook shown below is very complete, made of the best materials and well finished in every detail. It contains a long pocket for bill, checks, etc.; a convenient compartment for fractional currency; a pocket for cards and one for memoranda; a small notebook and an identification card under a transparent cover. The reverse side is of smooth heavy leather beautifully finished. It is elegant in appearance, extremely convenient, durable and well made. We could not duplicate it at less than \$1.00 in any of the retail stores of Rochester. You will need it to carry the money you make growing Asters from Vick's Seeds.



Florists' Novelty Offer, No. 1

For the benefit of florists who want only a small quantity of each variety for trial purposes, we offer one packet each of any six of our newer varieties, priced at 25 cents, including our booklet "How to Grow Asters," regular price 10 cents, for 90 cents.

Florists' Display Offer, No. 2

One packet each of any twelve varieties, twelve packets in all, including "How to Grow Asters," \$1.75.

Florists' Exhibition Offer, No. 3

Twenty-five packets, your choice of any color or variety offered in this book, not more than one packet of each kind, including our booklet "How to Grow Asters," \$3.00.

Florists' Prize Offer, No. 4

Fifty packets, your choice one each of any fifty kinds mentioned in this book, including all of our novelties, "How to Grow Asters" and the pocketbook shown on this page, \$5.00.

Florists' Gold Medal Offer, No. 5

For florists who desire to make the largest possible display in varieties and colors of high grade Asters, we offer one packet each of eighty varieties of Asters, including all that are offered in this book and additional varieties from our retail catalogue. Eighty packets in all and the pocketbook shown on this page, \$6.00.

How to Grow Asters

Newly Revised, Enlarged and Illustrated

A booklet of practical experience in Aster growing, from the sowing, of the seed to maturity, including a chapter on Aster insects and diseases and their remedies. Our revised edition contains much new information as the result of recent investigation and experiments. Every Aster grower, whether an amateur or florist, will find this booklet worth its weight in gold. Copyrighted. Price 10 cents, or free with an order for Aster Seed of not less than 25 cents.

Vick's Pink Aster, "Rochester"

The
Official Flower
of the City of
Rochester

See page seven



James Vick's Son's
Seedsman
Rochester, - N. Y.
The Flower City

